

COMMISSIONERS PROCEEDINGS
AUGUST 3, 2004
CLARK COUNTY, WASHINGTON

The Board convened in the Commissioners' Hearing Room, 6th Floor, Public Service Center, 1300 Franklin Street, Vancouver, Washington. Commissioners Stanton, Pridemore, and Morris, Chair, present.

PLEDGE OF ALLEGIANCE

The Commissioners conducted the Flag Salute.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

There being no public comment, **MOVED** by Stanton to approve items 1 through 6. Commissioners Morris, Stanton, and Pridemore voted aye. Motion carried. (See Tape 127)

PUBLIC HEARING: TOURISM PROMOTION AREA

Held a public hearing to consider a Resolution of Intention to establish a Tourism Promotion Area including the unincorporated area of Clark County and the incorporated area of the City of Vancouver.

Kelly Sills, Office of the Board of County Commissioners, presented. Mr. Sills explained that the Tourism Promotion Area (TPA) concept was borne of the 2003 State Legislature and provides a city, county, or city and county jointly, the capability to charge up to \$2 per room night of stay for lodgers at eligible lodging business, which would be a hotel or motel with 40 or more rooms. He explained that this hearing was not related to the formation of the TPA, but that another hearing would take place on August 17, 2004 to adopt an ordinance regarding the TPA formation. Sills noted that the creation of a TPA only comes about through a petition process from the hoteliers and that they have received more than 60% of the projected revenue represented by hoteliers as a petition to form the TPA. Sills said that the proposed boundaries will include the unincorporated area of Clark County and the incorporated area of the City of Vancouver; the proposed uses and projects to which the revenues from the charge would be dedicated and the estimated costs are for tourism promotion entirely through the Convention and Visitors Bureau (CVB); and they are estimating an annual revenue of about \$805,000.

Morris clarified that this is basically what is called a dedicated fund – it can only be used according to state law for specific purposes.

Sills said that was correct – it would be used for tourism promotion.

Morris reiterated that in order for the board to even consider the TPA, it has to have been agreed to and supported by 60% of the hoteliers who generate the revenue. She asked Mr. Sills to further explain.

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Sills said if they are projecting that \$805,000 would be generated by the TPA, the hotels that signed the petition to create the TPA would have to represent at least 60% of the \$805,000.

Morris asked *Sills* if it was correct that there would be a two-week period of time in which any of the other hoteliers who object could come forward.

Sills said that was correct.

Greg Flakus, 13111 NE 5th Avenue, Vancouver, expressed support for the TPA. He also expressed concern regarding distribution of the fund and suggested that a good portion of the revenue should also be used to attract shows to the Exhibition Center.

Sills explained that the funds are to be distributed in entirety to the CVB. He introduced Kim Bennett of the Convention and Visitors Bureau to comment on marketing efforts.

Kim Bennett, President, Southwest Washington Convention and Visitors Bureau, stated that marketing will be done through the CVB. She said that in consideration of the funds being directed entirely to the Bureau, the lodging community asked for a restructuring of the current board to allow for more participation from those generators. As a result, there would be more lodging representation throughout the community, including the downtown area, which would benefit from the attraction of events and conferences to the Convention Center. Ms. Bennett addressed the concern Mr. Flakus had regarding attracting businesses and events to the Exhibition Center and stated that the board would promote tourism for the entire county.

Tamra Tulp, 908 NE 143rd Street, Vancouver, President of the Clark County Lodging Association, expressed support for the establishment of a Tourism Promotion Area. Ms. Tulp thanked the board for their support.

There being no further public comment, **MOVED** by Pridemore to approve Resolution 2004-08-01. Commissioners Morris, Stanton, and Pridemore voted aye. Motion carried. (See Tape 127)

The Board of Commissioners adjourned and reconvened as the Board of Health.

PUBLIC COMMENT

There was no public comment.

CONSENT AGENDA

There being no public comment, **MOVED** by Stanton to approve consent agenda items 1 and 2. Board Members Morris, Stanton, and Pridemore voted aye. Motion carried. (See tape 127)

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Reconvened as the Board of Commissioners

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PUBLIC MEETING: AMPHITHEATER CUP2004-00003; SEP2004-00046

Held a public meeting to consider an appeal of the Clark County Land Use Hearing Examiner's decision regarding an application of Quincunx of Washington for a modification to Conditional Use Permit 99-003 to allow limited use of a western egress route from the amphitheater at the Clark County Fairgrounds site.

The Board of Commissioners did not receive public comment, oral or written, at this public meeting.

[MINUTES TRANSCRIBED BY RIDER & ASSOCIATES – TAPE 128]

PUBLIC HEARING: CAPITAL FACILITIES

Held a public hearing to consider the Capital Facilities Plan, update of the Clark County Comprehensive Plan. Continued from July 13, 2004.

[MINUTES TRANSCRIBED BY RIDER & ASSOCIATES – TAPES 129 & 130]

BOARD OF COUNTY COMMISSIONERS

Betty Sue Morris/s/
Betty Sue Morris, Chair

Judie Stanton, Commissioner

Craig A. Pridemore/s/
Craig A. Pridemore, Commissioner

ATTEST:

Louise Richards/s/
Clerk of the Board

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